

Subject: Re: Small Business Saturday

Date: Monday, November 2, 2015 10:29:26 AM Pacific Standard Time

From: Noah Strouse

To: Henna Sherzai

CC: Laura Hill, Ariana Gomez

Call is great.

NOAH STROUSE

Marketing & Services Coordinator

453 South Spring Street, Suite 1116
Los Angeles, California 90013

p [213/488-1901](tel:2134881901)

c [310/383-6304](tel:3103836304)

HistoricCore.BID

FOLLOW US ON:

[facebook](#) / [twitter](#) / [instagram](#)

24HR HOTLINE:

[213/239-8336](tel:2132398336)

On Mon, Nov 2, 2015 at 10:28 AM, Henna Sherzai <HSherzai@downtownla.com> wrote:

Works for me.

From: Laura Hill [mailto:laura@southpark.la]

Sent: Monday, November 02, 2015 10:28 AM

To: Henna Sherzai <HSherzai@downtownla.com>; Noah Strouse <noah@historiccore.bid>

Cc: Ariana Gomez <ariana@fashiondistrict.org>

Subject: Re: Small Business Saturday

Is everyone okay with a call? I may be running around on Friday. We can always follow up with something in person next week. I can make it work either way, though. Let me know.

Best,

LH

Laura Hill

Communications and Policy Manager



South Park Business Improvement District

Celebrating 10 Years

1333 South Hope St, Los Angeles, CA 90015

laura@southpark.la | o. [213 663 1110](tel:2136631110) | c. [314 956 4425](tel:3149564425)

Check out our new website: www.southpark.la

fb.com/southparklosangeles | @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Henna Sherzai <HSherzai@downtownla.com>

Date: Monday, November 2, 2015 10:06 AM

To: Laura Hill <laura@southpark.la>, Noah Strouse <noah@historiccore.bid>

Cc: Ariana Gomez <ariana@fashiondistrict.org>, Jessica Lall <Jessica@Southpark.La>

Subject: RE: Small Business Saturday

Yup. Let me know if you want to do it in person. We can use the DCBID conference room if that works for everyone.

From: Laura Hill [<mailto:laura@southpark.la>]

Sent: Monday, November 02, 2015 9:06 AM

To: Noah Strouse <noah@historiccore.bid>; Henna Sherzai <HSherzai@downtownla.com>

Cc: Ariana Gomez <ariana@fashiondistrict.org>; Jessica Lall <jessica@southpark.la>

Subject: Re: Small Business Saturday

Hi everyone,

Are we okay to confirm 10A this Friday, 11/6?

Best,

LH

Laura Hill

Communications and Policy Manager



South Park Business Improvement District

Celebrating 10 Years

1333 South Hope St, Los Angeles, CA 90015

laura@southpark.la | o. 213 663 1110 | c. [314 956 4425](tel:3149564425)

Check out our new website: www.southpark.la

fb.com/southparklosangeles | [@southparkla](https://twitter.com/southparkla)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Noah Strouse <noah@historiccore.bid>

Date: Friday, October 30, 2015 3:47 PM

To: Henna Sherzai <HSherzai@downtownla.com>

Cc: Ariana Gomez <ariana@fashiondistrict.org>, Laura Hill <laura@southpark.la>, Jessica Lall <Jessica@Southpark.La>

Subject: Re: Small Business Saturday

Friday works for me.

NOAH STROUSE

Marketing & Services Coordinator

453 South Spring Street, Suite 1116
Los Angeles, California 90013

p [213/488-1901](tel:2134881901)
c [310/383-6304](tel:3103836304)
HistoricCore.BID

FOLLOW US ON:

[facebook](#) / [twitter](#) / [instagram](#)

24HR HOTLINE:

[213/239-8336](tel:2132398336)

On Fri, Oct 30, 2015 at 4:02 PM, Henna Sherzai <HSherzai@downtownla.com> wrote:

Same here. Free all day Friday.

From: Ariana Gomez [mailto:ariana@fashiondistrict.org]
Sent: Friday, October 30, 2015 3:46 PM
To: Laura Hill <laura@southpark.la>; Noah Strouse <noah@historiccore.bid>
Cc: Jessica Lall <jessica@southpark.la>; Henna Sherzai <HSherzai@downtownla.com>
Subject: RE: Small Business Saturday

I'm at the retail seminar all day Thursday but Friday before or after lunch works for me if that works for everyone else.

Ariana

From: Laura Hill [mailto:laura@southpark.la]
Sent: Friday, October 30, 2015 3:38 PM
To: Ariana Gomez <ariana@fashiondistrict.org>; Noah Strouse <noah@historiccore.bid>
Cc: Jessica Lall <jessica@southpark.la>; Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Small Business Saturday

Ariana,

We signed up for Small Biz Saturday and are a part of the Coalition. We actually just received our bags, buttons, etc. this week.

Would love to brainstorm hosting some sort of event or other ways to engage the DTLA community. The current plan for South Park was to target at least 10 of our small businesses, who would receive the #ShopSmall SWAG, to help promote the day and community. I am always a big fan of partnering up to make things bigger and better.

Nearly anytime Thursday and Friday of next week work well for me for a call!

Best,

LH

Laura Hill

Communications and Policy Manager



South Park Business Improvement District

Celebrating 10 Years

1333 South Hope St, Los Angeles, CA 90015

laura@southpark.la | o. [213 663 1110](tel:2136631110) | c. [314 956 4425](tel:3149564425)

Check out our new website: www.southpark.la

fb.com/southparklosangeles | @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

From: Henna Sherzai <HSherzai@downtownla.com>

Date: Friday, October 30, 2015 3:30 PM

To: Ariana Gomez <ariana@fashiondistrict.org>, Laura Hill <laura@southpark.la>, Noah Strouse <noah@historiccore.bid>

Subject: RE: Small Business Saturday

Hi Ariana,

We haven't signed up but were toying around with the idea. We're planning our holiday campaign so it kind of fell off the radar. I would love to collaborate. Should we get on a call next week to brainstorm?

From: Ariana Gomez [<mailto:ariana@fashiondistrict.org>]

Sent: Friday, October 30, 2015 3:22 PM

To: laura@southpark.la; Noah Strouse <noah@historiccore.bid>; Henna Sherzai <HSherzai@downtownla.com>

Subject: Small Business Saturday

Hello! Hello!

I noticed some of you have already signed up for Small Business Saturday, the Fashion District is participating too! I was wondering if any of you are planning on hosting events or doing dedicated marketing/social media outreach? If you are, I think it would be neat if we all worked together to promote "#shopDTLA" along with #shopsmall and our respective districts. It could be as easy as linking to each other's participating businesses on our e-newsletters and what not. (Nothing too complicated.) I am open to suggestions ☺

Seems like an easy opportunity to work together to bring more folks to DTLA and cross promote our businesses.

Best,

Ariana

Ariana Gomez

Marketing & PR Manager

LA Fashion District BID

110 E 9th St, Suite A1175

Los Angeles, CA 90079

[213-488-1153 ext. 718](tel:213-488-1153)

www.fashiondistrict.org